

Seattle Urban Forestry Commission / Urban Forest Inter-Departmental Team

Wednesday, October 10, 2012

1:00 p.m. – 5:00 p.m.

Camp Long – 5200 35th Avenue Southwest

AGENDA

Meeting goals

Continue to network and build rapport between UFC and IDT members

Work together on outreach and engagement efforts to solve urban forestry challenges

1:00 – 1:10 Welcome

- Matt Mega and Sandra Pinto de Bader

1:10 – 1:15 Overview of the Day

- Facilitator, Brad Kahn
- Meeting structure and goals
- Collecting “Urban Forest Speak”

1:15 – 1:45 Introductions

- What is your favorite public place in Seattle and why?

1:45 – 2:15 Small Team Activity #1: Develop “Problem and Tagline”

- Organize the group into 4-person teams.
- Each team identifies one problem associated with Seattle’s urban forest and develops a tagline that is related to the problem.
- Teams write the problem and tagline on a flipchart.

2:15 – 2:45 Group Discussion: Select Problem and Tagline

- Each team presents its problem and tagline to the whole group.
- Group members are given one “vote” to select their favorite outreach campaign by placing a dot on the corresponding flip chart.

2:45 – 3:00 Break

3:00 – 3:45 Small Team Activity #2: Develop “Outreach Campaign”

- Organize the group into different 4-person teams.
- Use the selected problem and tagline as the starting point to develop an outreach campaign.
- The outreach campaign will include the following elements:
 - Target audience for outreach activities
 - Desired actions you want people to take
 - Outreach activities used to reach people
- Note: You do not need to try to reach every person in Seattle. Be specific about audience.
- Teams write the outreach campaign on a flipchart.

3:45 – 4:30 Group Discussion: Select Outreach Campaign

- Each team presents its outreach campaign to the whole group.
- Group members are given one “vote” to select their favorite outreach campaign by placing a dot on the corresponding flip chart.

4:30 – 5:00 Reflections on the day

- Review Urban Forest Speak and alternatives.
- Describe the outreach campaign to someone not in the room.

5:00 Adjourn